

the Conclave Presents

# THE TATTLER

Since 1975

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Today the Conclave announced its agenda for the 36th annual Learning Conference – *FROM NUTS & BOLTS TO BITS & BYTES*- July 13-16 at the Doubletree Park Place in Minneapolis. Over 40 individual sessions within 7 different topic tracks will make up the 2010 learning experience. New this year: The TalenTrak! TalenTrak is a special learning track designed especially for air talents in all dayparts and in all formats! Other tracks include **Management, Programming, Interactive Life Skills, Conclave College** (presented by *AllAccess* and *Coleman Insights*) and the **Promotion Summit** (presented by *PromoSuite*). The complete agenda can be found at <http://www.theconclave.com/slc/agenda.php>. The Learning Conference agenda will kick off Thursday morning, July 14th, with the second annual **Jacobs Media Summer School** (presented by *Envision Radio Networks*) – a special morning focusing on the fundamentals of great radio programming, presented in an entertaining way with some special guests...all hosted by *Jacobs Media*. The weekend concludes Saturday July 16th with the 2nd annual **RAIN Summit Midwest** (presented by *All Access & KnowDigital*). In between, the weekend will progress with academic sessions in the aforementioned tracks, with no more than two sessions scheduled concurrently to allow attendees take in as many classes as possible, either within a chosen track or by selecting sessions inside various tracks. Warming everyone up on Wednesday evening, July 13th is the 4th annual **Women In Media Networking Event**, presented by *American Women in Media* and the *Conclave*. On Friday, July 15th, the Conclave honors CBS President **Dan Mason** and legendary programmer **Steve Rivers** with the 2011 Rockwell Award during the Learning Conference Awards Luncheon! Agenda Committee Chair **Harv Blain/Vallie-Richards-Donovan Consulting** observed, "The theme of this year's Conclave strongly reflects the contents of the agenda. We are excited about the vast array of learning experiences for both seasoned veterans and those relatively new

to the industry. The facility already committed to The Learning Conference is impressive. And the addition of the TalenTrak to the agenda gives Conclave an added dimension in being a destination for growing ones knowledge and success in the industry." Though-out the coming weeks, sessions, faculty and keynoters will be highlighted in separate press releases and featured on the Conclave's website (<http://www.theconclave.com>). *COMMENT: We're proud to be offering a track exclusively for air talents in 2011, stealing the 'TalenTrak' brand to identify this special series of learning sessions. If you're a morning driver (or producer) or a budding overnight air talent, the Learning Conference's TalenTrak is tailor-made just for you and is available at the most affordable tuition for air talent – or anyone else - in the industry. Click on the link above, and you'll see that our 2011 agenda hits on all cylinders, touching on virtually every hot-button topic of knowledge an industry student or professional could desire. The Agenda Committee has outdone themselves in providing the most relevant learning and teaching experience in the industry. And if you act now, you can save even more money. Check the sotry below. – TK*

**CONCLAVE TUITION RISES IN 3 DAYS!** Tuition for the Learning Conference is \$249 (Group rate \$199) until April 30, 2011. On 5/1, tuition rises to \$349 (Group rate, \$299). At any tuition level, the Conclave offers the best industry learning opportunities at the lowest cost. But money in your pocket is a good thing to have. So, save money, register NOW! Visit [http://www.theconclave.com/register/clc\\_register.php](http://www.theconclave.com/register/clc_register.php) or download a registration form at <http://www.theconclave.com/upload/conclave2011249rev.pdf>.

It's a new brand world for traditional broadcast media. Some believe the entertainment and advertising worlds must converge to survive. Others see ratings and demos giving way to new nonstandard ROI metrics. Both are right. On Wednesday, May 4th at 2P ct, Veteran broadcast manager and Chief Brandwidth Strategist **Kipper McGee** shares insights on how your radio station(s) can continue to be brilliant at the basics while preparing for continued relevance to current and future media consumers in the webinar, **HOW TO SURVIVE THE FUTURE OF BROADCAST**. See how some 'today tweaks' on basic programming tips can give you an untold advantage in keeping your station brand(s) "top of mind". You'll also discover how to be web-wise OR dollar foolish, with tips to improve audience loyalty and revenues from all of your station-branded distribution platforms. This webinar will be jam-packed with information you can put to work the same day. It's free, but preregistration is necessary at <https://www1.gotomeeting.com/register/532235801>

the Conclave Webinars

## HOW TO SURVIVE THE FUTURE OF BROADCAST

Conclave Webinar!

It's a new brand world for traditional broadcast media. Some believe the entertainment and advertising worlds must converge to survive. Others see ratings and demos giving way to new nonstandard ROI metrics. Both are right. Veteran broadcast manager and Chief Brandwidth Strategist **Kipper McGee** shares insights on how your radio station(s) can continue to be brilliant at the basics while preparing for continued relevance to current and future media consumers. See how some 'today tweaks' on basic programming tips can give you an untold advantage in keeping your station brand(s) "top of mind". You'll also discover how to be web-wise OR dollar foolish, with tips to improve audience loyalty and revenues from all of your station-branded distribution platforms. The webinar is free, but pre-registration is necessary. Click on <https://www1.gotomeeting.com/register/532235801> to join up! Conclave Webinars are coordinated and hosted by Conclave Board member, **Jay Philpott** from The Arch/St. Louis.

FREE!

This Coming Wednesday

May 4

at

2P/CDT

3P/EDT!

Conclave Webinars are FREE! Visit [www.theconclave.com](http://www.theconclave.com) for details!

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Consultant **Mark Ramsey** isn't a fan of the **NAB** "Radio Rocks My Phone" campaign. Last week, after two legislators introduced a resolution to Congress opposing any requirement to have FM chips in mobile devices, the NAB launched a new campaign aimed at educating listeners about the benefits of radio-enabled mobile devices. Ramsey responded, saying, "NAB's new 'Radio Rocks My Phone' campaign is the most ham-handed, tone-deaf thing I've seen since that late, great gem 'Radio Heard Here.'" In concluding, Ramsey adds, "This is not about 'what's good for the radio industry.' It's about what's good for consumers, and how broadcasters can meet those needs on consumers' terms, not their own. Because in so doing, broadcasters grow and prosper." Well those words, and previous blogs have fired up **Emmis** Chairman/CEO **Jeff Smulyan** who issued a note taking on Ramsey's opinions (edited here because of length) "I feel compelled to answer for the NAB, and the rest of the radio industry, so Mark, here goes: 1. Yes, I know all about streaming. Like thousands of other broadcasters, I've been doing it for nearly two decades. I don't know if anyone else has made money at it, but we haven't, and I haven't heard of anyone else who has. 2. Streaming is a one-to-one, interactive medium, which does allow us to do lots of great things, but there is a tremendous cost to that. 3. Consumers haven't discovered the value yet, and they really haven't been paying the true cost of streaming, but that is about to change dramatically. 4. 'When people know they can have radios in their phones, they buy them. It is a very cheap addition, and people love the feature.' That's why nearly one billion cell phones all over the world have been sold with radios in them! 5. Why haven't we seen this in the U.S.? Because unlike most of the rest of the world, the major carriers control phone sales in our country, and they have deliberately kept radio chips out for years. 6. The NAB did a study that pointed out that even in the models where FM chips were activated, the carriers never mentioned the feature in their literature, and cell phone salespeople were never told about it. 7. All media advertising will soon have an interactive factor similar to the metrics seen in Internet advertising now. We have been asked, shouldn't the marketplace decide this? Our answer is, of course it should. But there has never been a free market for radios in cell phones in the U.S. When people have had the chance to vote, all over the world, they pay a small additional fee and get free, over-the-air radio in their phones. Since this issue has been blocked in the U.S., it is incumbent on all broadcasters, and especially with the leadership of the NAB, to explain and inform the public about what's really going on here. For all of these reasons, we will keep fighting vigorously for our industry, for our audiences and

for keeping the public safe, while making sure that those in our industry who don't understand this issue will keep hearing from us." Never the one to back away from a difference of opinion, Mark Ramsey has added some counterpoints to Jeff Smulyan's points above, with a new posting: "Why Are We Debating FM On Mobile Phones?" *COMMENT: If Smulyan and the NAB are correct in stating the American public has a desire to buy a phone with FM capabilities – and there is evidence that may be true, via studies (alluded to by Jeff, above) and observing the European model, then Mark's contention that broadcasters are acting upon their own interests and not the public's in offering FM phones, would seem to be errant. We've noted here before the logic that the more outlets available for the public to hear radio – including the presence of radios in smartphones – is a good thing. Given the proliferation of these phones now and in the future, let's make that...a VERY good thing. If, at some point, radio figures out how to make streaming work, that – in combination with the FM phone chip - is an EVEN BETTER thing. - TK*

Conclave Learning Conference sponsor, **KnowDigital**, released a new study, "Challenges and Opportunities for In-Car Streaming Radio," revealing consumer perceptions and expectations of in-car streaming services. The study is an ongoing effort by the company to provide research-based "Quick Looks" at new media issues by conducting in-depth interviews with "real" consumers. KnowDigital Pres. **Sam Milkman** says, "Many industry insiders think of streaming radio as primarily an at-work and at-home medium, but the majority of users we interviewed reported engaging in this activity in their cars. Furthermore, they look forward to services that will make it easier for them to do so." The study focused on 18-44 year-olds who reported listening to streaming radio for at least 20 minutes in the previous week. These consumers participated in one-on-one, 30 minute interviews. Among the study's key findings are: \* Roughly two-thirds of those interviewed reported some level of streaming radio usage in their cars. This was primarily through the use of smartphones, which consumers frequently plugged into their vehicles' audio jack; some consumers, however, reported listening by simply using their smartphones' external speaker. Thus, the idea that streaming radio listeners using the medium in cars is predominately a futuristic phenomenon appears invalid. \* Most users of in-car streaming radio continue to use over-the-air radio extensively. In fact, this is the audio source in-car audio streamers use first when entering their vehicles, often citing the information elements and personality-driven morning shows that they view as unique to over-the-air radio as their reason for doing so. This

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suggests that over-the-air radio can combat the threat posed by in-car streaming radio by delivering unique, compelling content. \* The majority of streaming radio users express strong interest in better technical solutions for listening in their cars, including after-market devices and factory-installed in-dashboard systems. This portrays a greater willingness on the part of consumers to pay for these technologies than many pundits assume. \* While consumers are enthusiastic about the exponential increase in listening options in-car streaming radio provides, most anticipate limiting their usage to roughly five options when in-dash systems become more widely available. The typical consumer interviewed described programming a button for their phone, one or two for over-the-air radio stations, one for their personal music library and one for Pandora. Thus, many over-the-air radio stations and audio streaming services could be "crowded out" by the arrival of in-dash systems. This streaming presentation is now available for free viewing at [www.knowdigital.com](http://www.knowdigital.com). *COMMENT: This study could be seen as more evidence the public is willing to combine over-the-air listening with streaming, adding some validity to the NAB/Smulyan contentions above.* - TK

**CBS Talk KMOX-AM**/St. Louis moved its play-by-play coverage of Friday's Cardinals game to sister AC **KYKY** so the AM could offer continuous tornado coverage that struck the region. The storms included the most powerful tornado to hit the area in 44 years. Luckily, no deaths or serious injuries were reported.

**Martz Communications** launched a new Alternative station in Detroit, named "94.3 The Bone. Detroit's New Rock Station" with 10,000 American songs in a row. The new FM translator station (W232CA/Detroit) is simulcasting on 107.5 **WGPR HD-3** and taking direct aim at longtime crosstown **CHUM** Alternative **CIMX**.

Milwaukee Radio Alliance AC **WLDB** and Air Tran Airlines are awarding one Milwaukee-area teacher with a free round-trip air fare to anywhere in the U.S. that Air Tran flies. Since last October, the station has named one teacher per month as "Teacher of the Month." The "Teacher of the Year" will be decided by an online vote of the monthly winners on the station's website.

Two **Green Bay Packers'** players inked deals to appear exclusively on **Journal Talk WTMJ-AM**/Milwaukee this fall. Wide Receiver **Donald Driver** will return for another season, appearing on Tuesdays at 3:20p (CT). Linebacker **Clay Matthews** will also begin appearing on the station Fridays at 3:20p (CT) effective September 2<sup>nd</sup>.

# the Conclave

## Learning Conference 2011

### From Nuts & Bolts to Bits & Bytes

July 14-16, 2011

Doubletree Park Place Hotel/Minneapolis

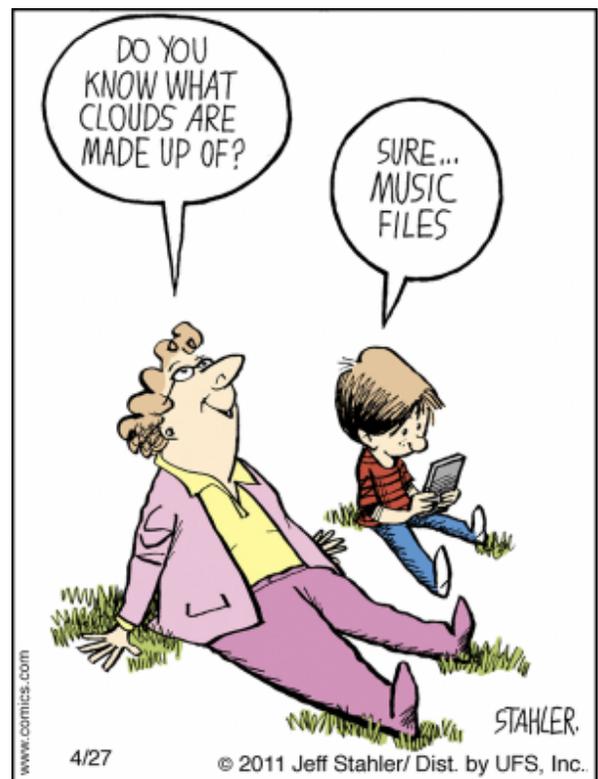
Details at <http://www.theconclave.com>

**Minnesota Public Radio** AAA **KCMP**/Minneapolis received several awards in the annual **City Pages' Best of the Twin Cities** issue. **Mark Wheat** won the Best of Reader's Choice and **Steve Seel** won for Best of Editor's Choice in the FM Personality category. **KCMP** was named in both the Reader's and Editor's choice as best station.

**Citadel** Classic Rock **KQRS** and Classic Hits **WGVX**/Minneapolis Sales Manager **Dan McKeague** is the new voice of the **Aflac** duck. Dan beat out more than 12,500 people who entered the competition!

**Federated Media** Talk **WOWO-AM** and Sports **WKJG-AM**/Fort Wayne inks former **CBS Sports KRLD-AM**/Dallas morning co-host **Greg Henson** as OM filling the slot left vacant by **Dan Mandis** who exits to join **Clear Channel** Talk **KHOW-AM** and Talk **KKZN-AM**/Denver as PD.

**Next Media** AC **WZSR**/Woodstock, IL and Oldies **WYWW**/Dundee, IL hire **Jack Taddeo** for interim GM duties, replacing RVP/GM **Floyd Evans**. Taddeo serves on the Conclave's 2011 Agenda Committee.



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**Salem Communications** in the Twin Cities is looking for a Production Director for our 3 station cluster. We are looking for versatile radio professional that is organized, has great production and copy writing skills, Adobe Audition experience and a working knowledge of ENCO automation systems. Send resume & references to: **Lee Michaels**, Operations Manager Salem Communications-Twin Cities, 2110 Cliff Road, Eagan, MN 55122. <mailto:leemichaels@salemtn.com>. Compensation-Commensurate with experience.

**River Radio** of southern Illinois is ready to hire full time Events Coordinator. You must have prior radio experience. This position includes presenting our "BEST" at special events including Southern Illinois University sporting events, along with organizing giveaways and other promotions for New County Z-100, Magic 95.1, CIL-FM, 103.5 ESPN and Newsradio WJPF. If you are interested in joining the River Radio Team, and working with a great group of professionals, contact **Tom Miller** with your resume and an air check at [tomm@riverradio.net](mailto:tomm@riverradio.net).

**River Radio Group** of southern Illinois is ready to hire full time Creative Services Director. You must have prior radio experience. This position includes creating commercial messages for New County Z-100, Magic 95.1, CIL-FM, 103.5 ESPN and Newsradio WJPF. If you are interested in joining the River Radio Team, and working with a great group of professionals, contact **Tom Miller** with your resume and a sample of your creative writing along with examples your production at [tomm@riverradio.net](mailto:tomm@riverradio.net).

**Three Eagles Communications** of Mankato, Minnesota is searching for a sales driven General Manager. These four powerhouse FM stations are well staffed and well positioned in the market. The person chosen for this position will need to lead a great staff of sellers and programmers that understand what live, local and relevant radio is all about. If you have a successful strong radio sales management background and know how to get it done then we need to talk. Three Eagles is a driven company that is focused on not only hitting our goals, but exceeding them. If you think you have what it takes to work with a successful broadcast company that is more than a collection of stations that is continually nominated for and the winners of many Marconi's and Crystal's Awards then send your resume to : **Gary Buchanan**, President/COO Three Eagles Communications. [gbuchanan@threeeagles.com](mailto:gbuchanan@threeeagles.com)

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RadioNOW 100.9, WNOU-FM, Indianapolis #1 Hit Music Station is currently seeking our next host and leader of the RadioNOW 100.9 morning show. RadioNOW 100.9 is the city's only pop culture driven, PPM friendly radio station, committed to providing fresh, fun and real content every morning to the city of Indianapolis, as well as involvement in all the major events like the Indianapolis 500, Indianapolis Colts, Indiana Pacers, Butler Bulldogs and too much to name here! The host and leader of the RadioNOW 100.9 morning show will be responsible for assisting in day-to-day creative operation of the show including:

- Show prep - Creative Brainstorming - Audio Collection - On site appearances (paid and non-paid) - Daily online blogging and webpage maintenance
- The ideal candidate (that could be YOU!) must:
- Must have a broad understanding of 360° brand marketing. Your role must reach farther than just on that on the 100.9FM frequency. Text messaging, web content, video, events, on-demand audio.
- Be very organized and able to meet exact deadlines.
- Extremely interactive and with over 250-300 live events a year, you MUST be willing to be in the face of every listener. Emotional connection to the audience is required!
- Must be able to work and create outside of show hours.
- Live and breathe pop culture... be attached to 'Dancing With The Stars', 'Glee', 'American Idol' and 'The Voice'. Check out the station at [www.RadioNOWIndy.com](http://www.RadioNOWIndy.com). Plus, Radio One of Indiana owns a 24/7 music video TV channel, IMC "Indy's Music Channel", where all on-air personalities actively engage in on-camera roles for the channel. The right candidate will also actively participate in daily or weekly TV tapings within the building, as well as other TV related roles. Sound like you? Sweet! Send resume, "Best of" audio, printed press and headshot to: [wnou.onair@gmail.com](mailto:wnou.onair@gmail.com) Subject line: WNOU Morning Show Host. (5MB limit please, and make sure it's to this email address only)

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# The Conclave Learning Conference

Thursday, July 14

From Nuts & Bolts to Bits & Bytes

Saturday, July 16



**OVER 40 SESSIONS!!**

Friday, July 15  
2011 Rockwell Award Ceremony



Dan Mason • Steve Rivers

Details at [www.theconclave.com](http://www.theconclave.com)

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**MORNING STAR WANTED!** Have a great show but need a home where you can grow, learn and shine? **Midwest Family Broadcasting** in Springfield, Missouri, is that home! We're looking for a standout morning person to join our talented co-host on STAR 92.9, our classic hits station. You'll need to: Do an excellent show every morning, one flawless break at a time; Make a real connection with your listener; Go beyond the tired old show-prep sheets to talk about what's important to your listener at this moment in Springfield, MO; Become a contributing member of our community, working with local charities to make our community better; Do great, compelling production (Pro Tools & Adobe Audition); Use the talent coaching we provide to continually improve your show; Relentlessly promote yourself and your radio station! Work for a great local company of actual radio people in one of the best communities in the country. Position includes benefits & 401K. Resume with references, aircheck & prod samples to: [mfleenor@mwfmarketing.fm](mailto:mfleenor@mwfmarketing.fm) by 5/13/2011.

Great opportunity to join a fantastic organization: Can you light up Des Moines with an engaged morning show? Are you intrigued that we don't have a promotions director...rather, a Listener Engagement Director? There is a difference: their role is to connect our community with opportunities to make a difference in people's lives here in central Iowa.... Life 107.1/Des Moines is growing quickly, and looking for the right person to join our team within Northwestern Media. We are confidential if you are intrigued, and want to know more. You can read about the opportunity here: [http://www.nwc.edu/web/employment/media...ngage\\_KNWI](http://www.nwc.edu/web/employment/media...ngage_KNWI)

**NRC Mountain Broadcasting** in Avon/Vail, Colorado is looking for a future personality on one of our mountain stations. Do you LOVE radio? Are you a hard worker? Do the Rocky Mountains call your name? If you are hitting for the majors and plan to make tons of money - sorry this is a medium market, in a killer mountain town. Our cost of living is affordable, housing is abundant and the active lifestyle is rich in the most beautiful market in the world. If you can answer yes to all of these questions then NRC Broadcasting may be a good fit. Please send a resume, salary requirements and on-air sample [bobt@nrcbroadcasting.com](mailto:bobt@nrcbroadcasting.com)

NewsRadio 850 KOA, TalkRadio 630 KHOW and AM 760 Colorado's Progressive Talk have immediate openings for part-time Technical Producers/Board Operators. Full details here: <http://clearcareers.com/Jobs/JobDetail...ngId=16650> Contact:

Darrell Luebbe, with email to both [darrellluebbe@clearchannel.com](mailto:darrellluebbe@clearchannel.com) and [denverjobs@clearchannel.com](mailto:denverjobs@clearchannel.com)

**Clear Channel Radio Minneapolis** has an immediate, full-time opening for an Assistant Engineer in the Minneapolis/St. Paul Market. You will be involved with all technical operations: coordinating and executing remote broadcasts, maintaining transmitters at five different locations and 20+ studios, offering IS/IT support and you will be on-call for emergency situations. You should have a 2-year technical degree or equivalent work experience, an excellent work ethic, motivation coming out of your ears and an uncanny ability to quickly acquire and learn new technical skills and practices. A high school diploma and valid driver's license is required. Previous broadcast experience is ideal but not a must. The requirements are flexible depending on your background and skills. Clear Channel Communications - an equal opportunity employer - offers a comprehensive benefits package. Salary based on qualifications. If you have the above qualifications, please e-mail resume and salary requirements (BOTH A MUST). Subject Line should read: Assistant Engineer. PLEASE DO NOT SEND ATTACHMENTS. They will not be opened. Cut and paste your resume in the body of the email. Send to: [minneapolisemployment@clearchannel.com](mailto:minneapolisemployment@clearchannel.com)

**Journal Broadcast Group** is looking for a part-time on-air talent for our legendary country station, KTTS. One of our part-time talents was just promoted to a full-time position within our company. If you have great on-air skills, can relate to females, have excellent people skills, production skills, work ethic, and excel at appearances, rush your tape and resume today! Applicants must have at least 1 year on-air experience and a good working knowledge of the Country life group. You must have superior production skills, ability to interact with listeners, and a desire to win! If you are living in or near Springfield, MO, are ready to work on an awesome team weekends and holidays, then please send your stuff today! Please send your resume and a short mp3 to: **Mark Grantin** [mgrantin@ktts.com](mailto:mgrantin@ktts.com) Or mail to: Mark Grantin, Program Director, KTTS, 2330 West Grand Street, Springfield, MO 65802.

All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [tomk@theconclave.com](mailto:tomk@theconclave.com) no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.

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